FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00036665 **Type of Permit:** FILMING **Release Date:** 02/11/2011

Production Company IDENTITY MEDIA INC

Insured Company Name IDENTITY MEDIA INC

Contact Phone No. 1 212-683-2500
Contact Phone No. 2
Fax
Address 400 W 14TH ST, 3RD FLOOR
NEW YORK, New York 10014

Production Title L'OREAL

Type of Production Commercial - Standard

Producer Bridgitte Pugh

Director Pierluca DeCarlo

1st AD Sonny Lowe

Production Manager Galen London

FilmL.A. Coordinator Adrian Fayad

Location Manager Galen London
Primary Phone Office - 212-683-2500
Secondary Phone Office - 310-502-5100

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 600	$138.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$576.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,579.00

Number of Locations 3

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Summary Information — Location

Permit Number F00036665
Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title L'OREAL

Location Manager Galen London
Primary Phone Office - 212-683-2500
Secondary Phone Office - 310-502-5100

Location Address 8221 W Sunset Blvd, Los Angeles, CA, 90046

Location Type Hotel

Location Description CHATEAU MARMONT

Film Dates 2/14/2011 - 2/15/2011 06:00 - 14:00

Open or Closed to the Public Open

Generic Conditions Community Survey Obtained
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Identity letter385.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	45
Cube Trucks	3
Generator	1
Vans	2

Personnel on Location

Type	Quantity
Cast	7
Crew	45
LA City UFSO assigned	26913

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** B4

Approvals LOS ANGELES POLICE DEPARTMENT — Gabriel Martinez
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT — Veronica Jaimez

Coordinator Note UFSO REQUIRED. 2/14; 0600-1400 HOURS.

Coordinator Note UFSO TO START AT THIS LOCATION AT 0600 HOURS ON 2/14.

Parking
Base Camp
Location Type : Location
Crew Parking
Location Type : Private Parking Lot

Posting "No Parking" signs N/S Sunset blvd., Crescent Heights and Marmont Lane

Approximate Footage 301 - 600 **Log Number** 11266

Date(s) 2/14/2011 to 2/15/2011 **Time(s)** 07:00 to 22:00

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Summary Information — Location

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Insured Company IDENTITY MEDIA INC
Production Title L'OREAL

Location Manager Galen London
Primary Phone Office - 212-683-2500
Secondary Phone Office - 310-502-5100

Location Address 8171 Sunset Blvd, Los Angeles, CA, 90046

Location Type Bar

Film Dates 2/14/2011 - 2/15/2011 07:00 - 19:00

Open or Closed to the Public Closed

Generic Conditions All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	45
Cube Trucks	3
Generator	1
Vans	2

Personnel on Location

Type	Quantity
Cast	7
Crew	45
Spot Check	1

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot

NO PERMIT

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Summary Information — Location

Permit Number F00036665
Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title L'OREAL

Location Manager Galen London
Primary Phone Office - 212-683-2500
Secondary Phone Office - 310-502-5100

Location Address WILSHIRE BLVD., WESTERN AVE., SUNSET BLVD., HIGHLAND AVE. (INCLUSIVE. EXCLUDES CITY OF WEST HOLLYWOOD) - , LOS ANGELES, CA 90004

Location Type Driving grid

Film Dates 2/15/2011 - 2/15/2011 10:00 - 16:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with merchant activity
No stopping or setting up in front of merchants or residents without prior approval
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
Picture vehicles	1
Process Trailer	1
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	15
Off-Duty/Retired LAPD Officer(s)	4

Filming Activities Car-to-Car; Driving shots; Driving shots with the flow of traffic; Intermittent traffic control - 2 minutes standard; Process Trailer; Running & tow shots with the flow of traffic; Running & tow shots.;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:**

Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot

NOT A PERMIT

Permit #F00036665

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of IDENTITY ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 2/8/11

IDENTITY
Name of Principal

By: [signature]
Representative's Signature

GALEN LONDON
Print Representative's Name

PROD. SPVSR
Representative's title

400 W. 14th St, 3RD Fl
New York, NY 10014
Principal's Address

212 683 2800 otc
Principal's Telephone

310 502 3100 mbl

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT